



THE KALLMAN GROUP, LLC
(Kallman Worldwide, Kallman Global Consulting)

4 North Street, Suite 800
Waldwick, New Jersey 07463-1842
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OUTREACH 2004
January 11-13, 2004
Amman, Jordan

This document consists of the following:

1. Cover letter introducing Outreach 2004
2. Exhibition and Workshop Program
3. Schedule and Program of Events
4. US International Pavilion Exhibitor Options
5. US International Pavilion Space Application
6. Terms and Conditions
7. Independent Exhibitor Space Application



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Dear Colleague:

Many thanks for your indication of interest in exhibiting at “OUTREACH 2004”, the international exhibition being held in Amman, Jordan next January 11-13, 2004, and addressing the rebuilding of Iraq.

I am pleased to enclose full details on the U.S. International Pavilion and other exhibiting options at this unique sales event, and call your attention to www.kallman.com, our website where you can find brief market overviews as well as links to other resources and data related to business opportunities for U.S. manufacturers in Iraq.

The U.S. Department of Commerce recognizes the emerging market in Iraq and has thrown its full support behind our exhibition. U.S. government resources throughout the region are assisting us in alerting high-ranking government and business leaders who will be invited and attending as VIP guests of the show.

There have been many questions about the money being pumped into Iraq and how businesses can capitalize on the opportunities that will be available – a stand at OUTREACH 2004 is an excellent way to gain exposure to the men and women responsible for those programs as well as prospective partners and agents ready to assist.

Please share any questions you may have with us. Hoping we can welcome your firm to the U.S. International Pavilion at OUTREACH 2004, I am

Very truly yours,

Giles Hazel
Sales Coordinator



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Outreach 2004 Exhibition and Workshop Program

With the full support of U.S. Secretary of Commerce Evans, the assistance of the U.S. Department of Commerce and the participation and commitment of the Coalition Provisional Authority (CPA), the Iraqi Assistance Center, the U.S. Embassy in Amman, and all the appropriate U.S. government agencies in Jordan and Baghdad focused on helping companies do business in post-war Iraq, OUTREACH 2004 will invite senior representatives not only from the relevant Iraqi ministries, but also from the private sector. In addition, Secretary Evans is inviting more than 20 other nations to participate in this U.S. led initiative. Invited VIP attendees will include the major contracting firms; Bechtel, Halliburton (KBR), Washington Group, and many more, to be on hand to present their requirements for subcontractors and partners, as well as to meet with the exhibiting companies hoping to be part of the largest commercial opportunity in recent history. "OUTREACH 2004" also anticipates strong support from USAID and the Ex/Im Bank.

The most vital component of a successful exhibition is the matching of exhibitors to visitors with the authority to place orders or make procurement decisions. Great effort is being made to assure that a blue-ribbon audience of Iraqi ministerial level officials, US government agency representatives, prime contractors, NGOs, Iraqi and regional businessmen are present in Amman during the full-run of the event.

Combined with the resources of the U.S. Government, U.S. Embassy in Amman, U.S. Embassies throughout the region, and the Jordanian-American Business Association, the leading builder of bridges to the Iraqi commercial community, and other business groups, our visitor promotion Master Plan includes Arabic and English print advertisements in newspapers and magazines throughout the Middle East, and the full promotional support of U.S. Embassies and Commercial Offices throughout the region. In addition, we will invite the foreign embassies in Baghdad to support the visitor program by inviting key Iraqi Ministers and businessmen to visit the show.



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Schedule and Program of Events **Outreach 2004 Exhibition and Workshop Program**

Following is a tentative schedule and Program of Events.
The program will be finalized by 22 November 2003.

Saturday, January 10, 2004

6:00PM - 8:00PM

Exhibition Opening Ceremony and "Welcome to Amman" Reception
Ribbon Cutting. Introduction of Iraqi Delegates. VIP / Media Preview
Location: AIMS Venue

Sunday, January 11, 2004

9:00am - 10:00am

Workshop Sessions 1-3 (running concurrently)
Location: Grand Hyatt or InterContinental Hotel (TBD)

10:00am - 10:30am

Coffee Break and Networking Period

10:30am - 11:30am

Workshop Sessions 4-6 (running concurrently)
Location: Grand Hyatt or InterContinental Hotel (TBD)

12:00noon-8:00pm

Exhibition Open

Monday, January 12, 2004

9:00am - 10:00am

Workshop Sessions 7-9 (running concurrently)
Location: Grand Hyatt or InterContinental Hotel (TBD)

10:00am - 10:30am

Coffee Break and Networking Period

10:30am - 11:30am

Workshop Sessions 10-12 (running concurrently)
Location: Grand Hyatt or InterContinental Hotel (TBD)

12:00noon-8:00pm

Exhibition Open

Tuesday, January 13, 2004

9:00am - 10:00am

Workshop Sessions 13-15 (running concurrently)
Location: Grand Hyatt or InterContinental Hotel (TBD)

10:00am - 10:30am

Coffee Break and Networking Period

10:30am - 11:30am

Workshop Sessions 16-18 (running concurrently)
Location: Grand Hyatt or InterContinental Hotel (TBD)

12:00noon-6:00pm

Exhibition Open



OUTREACH 2004
11-13 January 2004
Amman, Jordan



U.S. International Pavilion EXHIBITOR OPTIONS

Turn-Key Exhibit Package (Shell Scheme)

Based on 3x3-meter (9m²) stand, the "U.S. International Pavilion" shell scheme package includes all of the following:

- ◆ Space
- ◆ Hard wall booth/stand
- ◆ High quality carpeting
- ◆ 3 spotlights (per 9m²)
- ◆ Fascia with company identification
- ◆ 3 shelves
- ◆ And all additional features detailed below
- ◆ Information counter
- ◆ Furniture package:
 - Table & 3 chairs
 - Lockable sales counter
 - Waste paper basket
- ◆ Daily stand cleaning

Price: US\$495.00/m² all-inclusive package
(Prices are based on current exchange rates and subject to revision.) Multiple stands or fractional additions are possible. **There is no surcharge for corner locations.**

Space-Only

We are flexible with our floor plan and would gladly work with you to select a location that meets your needs. You will enjoy the following group amenities:

- ◆ Carpet
- ◆ Daily stand cleaning
- ◆ **and all additional features described in detail on the following pages**

Price: US\$445.00/m² (36m² minimum)

Mini-booths (or half-stands)

For smaller budgets, the U.S. International Pavilion "Mini-booths" provide all of the amenities in our standard Turn-Key package, while allowing you to show and promote your product in a compact, 3x2-meter (6m²) area.

Price: US\$3,500.00

Catalog Display

If you are not able to participate as an exhibitor, we invite you to take part in the exhibition through the U.S. International Pavilion Catalog Display opportunity. A special area will be dedicated and attended by a trade-experienced staff that will greet visitors and collect business cards on your behalf. Immediately after the show, we will forward these leads directly back to you for your follow-up.

Price: US\$500.00

Additional Features Included in All Exhibit Packages

- ◆ Business Center with fax and copier
- ◆ Free listing in the official show directory
- ◆ Exhibitors' Lounge, including complimentary refreshments
- ◆ One complimentary show directory per exhibiting company
- ◆ Free Listing in the U.S. International Pavilion Directory
- ◆ Pre-show and on-site logistics and technical support
- ◆ Advice with travel and accommodations travel provided by Kallman Travel
- ◆ Advice on shipping, local transportation, business customs
- ◆ Conference/Meeting Facilities
- ◆ Multi-media exhibitor pre-show promotions



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U.S. International Pavilion SPACE APPLICATION

Company: _____

Address: _____

(Please provide street address, not P.O. Box)

City: _____ State: _____ Zip: _____

Tel: (____) _____ Fax: (____) _____ e-mail: _____

Contact Person: _____ Title: _____

Space Requirements:

___ Turn-key Booth:	US\$495/m ²	_____ m x _____ m = _____ m ² x \$495/m ² = \$ _____
___ Space Only:	US\$445/m ² (minimum 36m ²)	_____ m x _____ m = _____ m ² x \$445/m ² = \$ _____
___ Mini Booth:	US\$3500.00 each	3x2-meter (6m ²) = \$ _____
___ Catalog Display:	US\$500.00 (200 Catalogs)	= \$ _____

We are contracted exhibitors with Outreach 2004 and therefore understand and agree to all show rules and regulations. Our non-refundable deposit of US\$ _____, representing 50 percent of our total participation fee is enclosed. Balance will be invoiced November 3, 2003. Applications received after November 3, 2003 will be invoiced 100%.

No exhibit space will be reserved until this application and the deposit check are received by Kallman Worldwide.

Method of Payment:

☐ Check - Make checks payable to Kallman Worldwide

☐ Bank Transfer to: Fleet Bank, Waldwick, NJ 07463, ABA#021200339; Acct.#94127 56200; Swift Code FNBBUS33

Payment to be net of bank charges

☐ Credit Card*

*Please debit my ☐ VISA ☐ MasterCard ☐ AMEX Amt. \$ _____

Card No. _____ Expiration Date: _____

(Print)Cardholder's Name: _____ Signature: _____

Cardholder's Address: _____

I understand that my account will be charged for the final payment on November 3, 2003

I agree to the Terms and Conditions as stated on the back of this Space Application.

Signed: _____ Title: _____

Print name: _____ DATE: _____

By submitting this application, we agree to abide by the Terms and Conditions governing 'Outreach 2004' as set forth herewith.

Initialed by the authorized signatory --



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TERMS AND CONDITIONS

1. TERMS OF REFERENCE

The Terms and Conditions set out herein shall be read and construed as an integral part of the contract. In these present Terms and Conditions: the terms "Exhibitor" shall include all employees, servants and agents of any company, partnership, firm or individual to whom space has been allocated for the purposes of exhibiting; the terms "Exhibition" shall mean the Exhibition(s) referred to on the application form overleaf; the term "Organizer" shall mean The Kallman Group; and the term "contract" shall mean the contract for Exhibition space at the Exhibition, entered into between the Organizer and the Exhibitor, and which incorporate these present Terms and Conditions which shall be construed as an integral part of the contract.

2. APPLICATION FOR PARTICIPATION

All applications for participation shall be made on the prescribed Participation Contract, which shall be submitted to the Organizer or its authorized representative(s). Applications will be dealt with in the order that they are received, and will constitute the Exhibitor's confirmation of participation and acceptance of the Terms of Contract. The Organizer, though not bound by this Contract to do so, will to the best of its ability attempt to meet the requirements of the Exhibitor.

The Organizer reserves the right to accept or refuse any application without disclosing to the Exhibitor any reasons thereof. If the participation of a prospective Exhibitor cannot be accepted due to lack of available space, the prospective Exhibitor shall not be entitled to claim or receive any compensation.

3. ALLOCATION OF EXHIBITION SPACE

The Organizer shall allocate the space in accordance with the nature of exhibits or in any manner it may deem fit. The Organizer reserves the right to change the space allocated to the Exhibitor at any time prior to the commencement of the erection of the booth by the Exhibitor and, at the sole discretion of the Organizer, to alter the space or transfer or close entrances or exits to the Exhibition facilities and to undertake such structural alterations as it may deem fit. The Exhibitor shall have no right to cancel its participation in the Exhibition or to claim for compensation as a result of such changes.

4. USE OF EXHIBITION SPACE

Exhibitors must "staff" the stand or space with competent personnel at all times during the opening hours of the Exhibition.

Items may not be exhibited outside the limits of the space rented by the Exhibitor. The Organizer will provide general cleaning of the aisles and carpeting within the stand, the Exhibitor is responsible for cleaning insides its stand(s) or stand space(s). Cleaning should not be carried out during the opening times of the Exhibition. Failure to observe these regulations may result in the Organizer taking action against offenders, without assuming any responsibility whatsoever for the consequences. The Organizer reserves the right to deny any visitor(s) admittance to the Exhibition as a whole or access to any particular stand(s) or stand space(s) or area(s) within it. Exhibitors are not allowed to sublet or assign the stand(s) or stand space(s) allotted to them to other parties either wholly or in part without the written consent of the Organizer. Where such consent is given, each Exhibitor on a given stand or space will be jointly and severally liable under the terms of the Contract, and one representative must sign this Contract on behalf of all Exhibitors involved. Exhibitors shall be liable for any damage to the walls or to any part of the Exhibition premises in which their exhibits are placed and shall not paint or otherwise alter the floors, ceilings, pillars or walls without the prior consent of the Organizer.

5. PAYMENT OF PARTICIPATION FEES

As shown on the contract

- (a) Exhibitors registering after the deadline of 1 November 2003 must pay the total cost of the stand or space reserved when submitting the space reservation order form.
- (b) Failure to comply with the above will result in the Organizer having the right to dispose of the space allotted to the defaulting Exhibitor. Any payment made to the Organizer will not be refunded.
- (c) All additional facilities requested by the Exhibitor shall be paid for in advance.
- (d) No Exhibitor may remove the products and samples from its stand or space until all sums due to the Organizer have been paid.
- (e) Payment in US\$ shall be remitted, net of bank charges, to the Kallman Worldwide Account at: Fleet Bank, Waldwick, NJ 07463, USA
ABA # 021200339, Acct # 94127 56200, Swift Code: FNBBUS33.

6. EXHIBITOR WITHDRAWAL AND BREACH OF CONTRACT

Without prejudice to the rights and remedies of the Organizer in respect of any breach of the Contract on the part of the Exhibitor, the Organizer may at its sole discretion allow the Exhibitor to withdraw from the Exhibition subject to the conditions presented in the Cancellation Policy on the Space Application form.

7. CANCELLATION OF EXHIBITION

If, due to unavoidable circumstances or circumstances beyond the Organizer's control, the Exhibition is unable to take place, the Organizer shall not be held responsible and Exhibitors shall not be entitled to any claim or compensation in connection with such cancellation. They shall, however, receive reimbursement of the participation fee, less a \$100. handling fee.

8. CHANGES

The Organizer has the right to modify the duration of the Exhibition or the opening and closing times thereof. Exhibitors shall not be entitled to any claim or compensation in connection with such modifications.

9. STAND CONSTRUCTION AND DECORATION

Exhibitors may decorate their stand(s) or stand space(s) in accordance with the relevant guidelines and instructions issued by the Organizer, but only after obtaining written approval by submitting detailed scaled plans in duplicate by 15 November 2003

10. MOVEMENT OF EXHIBITS

- (a) Exhibitors shall bear the responsibility and expense for the transportation of exhibits to and from the Exhibition venue.
- (b) Exhibitors shall make their own arrangements for storage of their exhibits.
- (c) Without prior authorization from the Organizer, no article may be removed from a stand(s) or stand space(s) while the exhibition is in progress, even if the said article has been sold.
- (d) Exhibitor shall remove all exhibits from the Exhibition venue within the period stipulated by the Organizer and shall indemnify the Organizer against any loss by reason of delay or damage to the Exhibition venue.

11. STAND STAFFING

Exhibitors and their representatives must be present at their stand(s) or stand space(s) at all times during the opening hours of the Exhibition. They may not close their stand(s) or stand space(s) before the appointed time of closing.

12. FIRE REGULATIONS

The use of flammable materials for stand(s) or stand space(s) decoration is prohibited unless such materials have been treated with a fire-retardant substance. All heating appliances should be mounted on fireproof stands. All flammable materials (such as empty boxes and packaging) must be removed immediately from the Exhibition venue. No toxic materials will be permitted.

13. INSURANCE, LIABILITY AND RISKS

Exhibitors attend the Exhibition and undertake related travel at their own risk and should be covered by adequate insurance. The Exhibitors and their companies, on behalf of themselves and any of their officers, employees or agents, agree to release and hold harmless the US Government and the Organizer, its agents, servants and employees, from liability for any illness, personal injury, loss of life or damage or loss of property occasioned by, arising out of or connected with participation in the Exhibition, and not arising from the negligent or wrongful act(s) of Government or Organizer.

Further, Exhibitors shall insure, indemnify and hold Organizer, its agents, servants and employees, and the venue owners harmless in respect of costs, claims, demands and expenses to which they may be subject as a result of loss or injury arising to any persons howsoever caused while the said persons are examining or passing the Exhibition stand(s) or stand space(s), during the tenancy of the Exhibition. The liability for risks to employees, agents or exhibits shall be the responsibility of the Exhibitors.

Further, Exhibitors shall insure, indemnify and hold the Organizer, its agents, servants and employees, and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of cancellation, postponement or partial opening of the Exhibition. Exhibitors shall obtain all-risks insurance from an insurance company of good standing. If requested, the Exhibitor shall send to the Organizer certified copies of the insurance policies obtained pursuant hereto.

Any exhibited articles deemed in the sole discretion of the Organizer inappropriate or offensive must be taken away at the expense and risk of the Exhibitor

14. SUPPLEMENTARY CLAUSES

The Organizer shall have the right to issue supplementary regulations, in addition to these Terms and Conditions, to ensure the smooth management of the Exhibition. Such instructions shall be considered to be an integral part of the terms of Contract, provided they are given to the Exhibitors in writing. The failure to object to any breach of any clause herein by the Organizer shall not constitute agreement to modification of this agreement or a waiver of any subsequent breach of such clause.

15. GENERAL CONDITIONS

- (a) The Organizer shall have the right to cancel any Exhibitor's participation in the Exhibition if the said Exhibitor contravenes the regulations in any way, and this without the Exhibitor having any claim to compensation or reimbursement for any or all financial commitments undertaken by him and still outstanding to the Organizer.
- (b) Amman Civil Court shall be deemed to be the place of settlement of any disputes which may arise between the Organizer and Exhibitors.
- (c) The Organizer shall have the discretionary right to sue any Exhibitor before his national court or before any other court.
- (d) This contract and any of its provisions shall be governed and interpreted by the laws in force in the Hashemite Kingdom of Jordan.

16. REGULATIONS

- (a) Exhibitors must abide by all clauses set forth by the Organizer herein or in any supplementary document(s). The Organizer is the sole judge as to the measures to be adopted in respect of the application of the said clauses.
- (b) The Exhibitor acknowledges the right of the Organizer to take unilateral measures for the defense and protection of the interests of the Exhibition, and of all or some of the Exhibitors; as well as any measures the Organizer deems necessary to ensure the security of the premises, the Exhibitors and the Visitors.

17. FORCE MAJEURE

The Organizer shall not be responsible for the loss of or damage to any property belonging to the Exhibitor or any other person caused by theft, fire, defect on the Exhibition Site Hall(s), storm, tempest, war, civil disorder, labor disputes, lockout, explosions, Acts of God and general causes of FORCE MAJEURE, whether or not within the Organizer's control, or for any loss or damage sustained in the event that the opening or holding of the Exhibition is prevented, postponed or abandoned. If the Exhibition Hall(s) becomes totally or partially unavailable for the holding of the Exhibition due to any of the foregoing causes, the Exhibitor shall hold the Organizer safe and harmless from all loss and damage and in no event shall the Exhibitor have any claim of damages compensation of any kind against the Organizer; and if it is impossible to hold the Exhibition as scheduled due to any reason the monies already paid by the Exhibitor shall not be refunded unless the Organizer decides otherwise by refunding the payment after deducting any necessary expenses.



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Contract for Exhibit Space - "Outreach 2004"

Exhibitor

Company Name: _____ (as it should appear in the program guide)
Address: _____ City: _____
State: _____ Postal Code: _____ Country: _____
Phone: _____ Fax: _____ E-mail: _____
Exhibit Supervisor: _____ E-mail: _____
Phone & Fax (if different from above): _____
Authorized Signature: _____ Date: _____
Print Name: _____

Exhibit Options

- Shell Scheme:** This option includes white panels framed in aluminum; fascia with company name; carpeting, information counter and chair, three shelves; three spotlights (per 9sqm); and daily cleaning. Minimum dimensions: 3m x 3m=9sqm. Shell scheme may be ordered in 3sqm increments. **Price: US\$445.00 per sqm.**
- Space Only:** Per the Terms and Conditions, exhibitors must construct and exhibit on "space only" area they rent. Daily stand cleaning is included in the rental price. Carpet, furniture, electrical service, lighting, etc. can be ordered from the Official Stand Contractor. Minimum size: 15sqm. **Price: US\$395.00 per sqm.**

Application

We wish to reserve _____ sqm of shell scheme. Cost @ US\$445.00 per sqm: US\$ _____
We wish to reserve _____ sqm of space only. Cost @ US\$395.00 per sqm: US\$ _____
A non-refundable deposit of US\$ _____ representing 50 per cent (50%) of the total participation fee is enclosed. Balance is due no later than December 1, 2003. Applications received after November 1st must be accompanied by payment in full.
No exhibit space will be reserved until this application and deposit are received by Kallman Worldwide.

Cancellation Policy: The Kallman Group bases its irrevocable space rental on YOUR participation commitment, therefore, the 50% deposit of the total participation fee is non-refundable. If written notification of cancellation is received more than 60 days before the Opening Day of the show, a refund of the balance, or 50% of the total cost, less a \$100.00 handling fee will be issued. Written notification of cancellation received after 60 days before the Opening Day of the show, will result in forfeiture of all payments

Method of Payment

- ☐ Check Make checks payable to Kallman Worldwide, Inc.
☐ Bank Transfer to: Fleet Bank, Waldwick, NJ, 07463, ABA #021200339; Acct #94127 56200; Swift Code FNBBUS33
(Payment to be made net of all bank charges)
☐ Credit Card*

*Please debit my ☐ VISA ☐ MasterCard ☐ AMEX Amt. \$ _____

Card No. _____ Expiration Date: _____

(Print)Cardholder's Name _____ Signature: _____

Cardholder's Address: _____

I understand that my account will be charged for the final payment in November 2003

By submitting this application, we agree to abide by the Terms and Conditions governing 'Outreach 2004' as set forth herewith.

Initialed by the authorized signatory --

